



The Newest "Things" in the New Sunday Edition of

The Washington Herald

Are the Newest Styles We Are Showing in

LA FRANCE

Shoes for Women

\$3.50 \$4.00 \$4.50 \$5.00

In Every Wanted Leather—In Every Proper Mode

La France Shoes are always "the newest things" in the realm of fine footwear. They are not only the last word in style—they are style leaders. The slightest whim of Dame Fashion is caught and reflected in La France models months before it finds its way into other makes.

Not only in style, but from every standpoint of shoe value and quality, La France Shoes are leaders. They lead in comfort, quality, and economy. They look better, wear better than shoes that cost considerably more.

La France Shoes appeal to women of discriminate taste who want the best without having to pay exorbitantly to get it.

See our Exhibit of Men's and Women's Shoes at the National Style Show and Dansant at Rauscher's Ballrooms, October 26, 27, and 28. Live models. Music. Dancing. Special features.

Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

MAIN STORE 1116-22 7th Street

BRANCH STORE 813 Pa. Avenue



A trim boot of Sterling Colt, cloth top; copley last; welt, 12-8 Louis-Cuban heel; A to D widths. A distinctive model that is proving popular.

All Sizes, \$4.50



The "Vassar," a very neat, trim model in Lima (Glazed Kid), cloth top; 11-8 Cuban heel; B to E widths. Especially favored by young women.

All Sizes, \$3.50



"The Iris," an ultra stylish model, that is finding much favor among particular women. Sterling Colt; cloth top; welt; 15-8 Louis-Cuban heel; A to D widths.

All Sizes, \$5.00



"The Plaza," a modish boot, in Sterling Colt; mat top; welt; 10-8 Cuban heel; A to D widths. A favorite for street wear.

All Sizes, \$4.00

